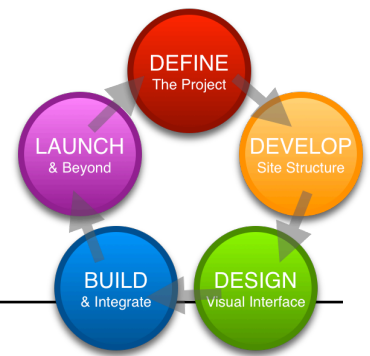


# PROJECT 1

## Collaborative Web Design / Development

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### DESCRIPTION

Actively participate in the complete web design and development cycle process in as a member of a small team. The result of the effort will result in a functional web application or site that meets or exceeds established design parameters. The site will represent a product, service, marketing campaign or information portal for an existing company or organization. The Instructor will play the role of the client for approval of project deliverables.

### SUBMITTING YOUR WORK

All project documentation and deliverables will be maintained on a project management web application that the instructor will be able to access. A client hand-off package will be produced and submitted physically to the instructor. The completed web application or site URL will be posted to the project link in Blackboard.

### EVALUATION

Please refer to the chart (assessment rubric) below. You will be graded on *how well* you followed the *project instructions* from both a *technical* and a *creative* perspective as spelled out in the rubric. This project is weighted **20%** of your total mark for this course.

Criteria	Rating (0=never, 5=always)						Mark
TECHNICAL EVALUATION	0	1	2	3	4	5	
Project documentation is complete.							
Project documentation is effectively and logically organized on the project management web site and maintained as hard copies.							
Effective and accurate time tracking methods were used to keep project on time and on budget.							
Client communication was efficient and effective and all project deliverables were properly authorized.							
Final product is functional and meets or exceeds authorized design specifications.							
An effective client hand-off package is prepared and is complete with all project deliverables.							

Criteria	Rating (0=never, 5=always)						Mark
Final client presentation effectively summarizes the project process and demonstrates the resulting product.							
<b>CREATIVE EVALUATION</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
All client-facing documentation is professional and consistent in terms of layout and communication style.							
Final solution is innovative, creative, attractive and engaging.							
Final presentation is energetic, interesting and complete with a variety of materials to effectively illustrate the complete project design and development cycle.							
<b>TOTAL</b>							<b>/50</b>



# ASSIGNMENT 1

## Phase 1: Define the Project

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### DESCRIPTION

Undertake all necessary steps as a team to complete the Discovery, Clarification and Planning for your web project. Use the checklist below to ensure that all required steps, documents and tasks are complete. Ensure that the client authorizes all necessary documents and that a Phase 1 package is submitted to your course instructor for evaluation.

### Phase 1 Check-Off List

#### DISCOVERY

- ☐ Distribute/collect/analyze the Client Survey
- ☐ Distribute/collect/address the Maintenance Survey
- ☐ Collect existing marketing and research materials from the client
- ☐ Identify audience demographics
- ☐ Create audience profile(s)
- ☐ Identify the audience's technical capabilities
- ☐ Identify backend programming needs (if they exist, employ additional workflow)
- ☐ Analyze your industry

#### CLARIFICATION

- ☐ Determine overall goals
- ☐ *Prepare a Communication Brief - **DELIVERABLE***

#### PLANNING

- ☐ Set your budget
- ☐ Establish a means of time-tracking
- ☐ *Create schedules - **DELIVERABLE***
- ☐ Assign your project team
- ☐ *Set up a client staging site - **DELIVERABLE***
- ☐ Set up an internal team development area
- ☐ Plan for user testing

- ☐ Assemble your Project Plan - **DELIVERABLE**
- ☐ Have a Kick-Off Meeting - **DELIVERABLE**
- ☐ Get client signatures on all documents

*Italicized items above are deliverables that require that the client authorizes a physical document or is presented with access to web-based resources*

### SUBMITTING YOUR WORK

Upload all documents in digital format to Assignment 1 on Blackboard. Submit any physical documentation or packages to the instructor (if applicable).

### EVALUATION

Please refer to the chart (assessment rubric) below. You will be graded on *how well* you followed the *assignment instructions* from both a *technical* and a *creative* perspective as spelled out in the rubric. This project is weighted **15%** of your total mark for this course.

Criteria	Rating (0=never, 5=always)						Mark
TECHNICAL EVALUATION	0	1	2	3	4	5	
An effective <b>Client Survey</b> has been conducted and the results recorded.							
An appropriate <b>Maintenance Survey</b> has also been conducted and the results recorded.							
Any available <b>Marketing and/or Research Materials</b> have been collected (as they might be relevant to the project) and thoughtfully organized.							
A clear and concise <b>Communication Brief</b> has been written that includes overall business, creative and technical project goals, target user demographics, profile(s) and technical capabilities, and any programming or scripting requirements.							
A well-organized <b>Client Staging Area</b> has been established for all project communications							
There is an appropriate <b>Development Area</b> that will meet all of the requirements for the web site or application while it is being developed.							
Appropriate <b>User Testing</b> is planned and documented.							

Criteria	Rating (0=never, 5=always)						Mark
A detailed <b>Project Plan</b> has been set, which includes a schedule of client deliverables, timelines and milestones, a budget, and project team members/stakeholders.							
An effective project <b>Kick-Off</b> meeting has been held which includes all project members/stakeholders.							
<b>CREATIVE EVALUATION</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
The project documentation been organized and maintained.							
All documentation is well-formatted, attractive and consistent in its presentation. It is professional in its appearance.							
All project <b>Staging Areas</b> (project management and billing applications) are well organized and themed appropriately and branded to maintain a professional appearance.							
<b>TOTAL</b>							<b>/60</b>



## ASSIGNMENT 2

### Phase 2: Develop Site Structure

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#### DESCRIPTION

Undertake all necessary steps as a team to complete the Content-View, Site-View, Page-View and User-View planning for your web project. Use the checklist below to ensure that all required steps, documents and tasks are complete. Ensure that the client authorizes all necessary documents and that they are posted to the staging site for team reference and also that hard copies are maintained.

#### Phase 2 Check-Off List

##### CONTENT-VIEW

- ☐ Address/organize content
- ☐ Audit existing content (if applicable)
- ☐ Outline content
- ☐ *Create a Content Delivery Plan - DELIVERABLE*

##### SITE-VIEW

- ☐ Address existing site organization (if applicable)
- ☐ Determine site structure
- ☐ Set naming conventions
- ☐ *Create a Site Map - DELIVERABLE*

##### PAGE-VIEW

- ☐ Establish navigation
- ☐ Establish naming and labeling
- ☐ *Create wireframes - DELIVERABLE*

##### USER-VIEW

- ☐ Define key user paths (may be incorporated as part of the wireframes)
- ☐ Create User Scenarios (may be optionally presented to client as deliverable)

*Italicized items above are deliverables that require that the client authorizes a physical document or is presented with access to web-based resources*

## SUBMITTING YOUR WORK

Upload the *Content Delivery Plan*, the *Site Map*, and *Wireframe Diagram* documents in digital format to your Staging Site and obtain authorized (signed and dated) hard copies for your records. Submit all documents used to create these documents as evidence of your process to the instructor.

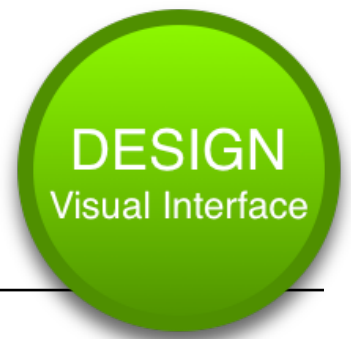
## EVALUATION

Please refer to the chart (assessment rubric) below. You will be graded on *how well* you followed the *assignment instructions* from both a *technical* and a *creative* perspective as spelled out in the rubric. This project is weighted **15%** of your total mark for this course.

Criteria	Rating (0=never, 5=always)						Mark
TECHNICAL EVALUATION	0	1	2	3	4	5	
Proposed or existing content has been effectively organized, audited (if this is a re-design) and outlined such that the team has a good idea about what content needs to be developed.							
An effective and reasonable <b>Content Delivery Plan</b> has been created and authorized by the client.							
Appropriate planning has been conducted to determine how the site content will be structured and how files and/or URLs will reflect the organization scheme.							
A clear and concise <b>Site Map</b> has been designed that is appropriate for the content and clearly reflects the proposed site structure. The document has been authorized by the client.							
Adequate consideration has been given as to what kind of navigation scheme(s) might be appropriate for the proposed content. A sensible labeling strategy for site navigation has been developed.							
A clearly labeled and illustrated set of <b>Wireframe Diagrams</b> adequately describe how the interface might serve the site content and navigation features for a top-level page, a mid-level page and a bottom-level page (at the very least).							
<b>Key User Paths</b> or tasks are described. <b>User Scenarios</b> that feature appropriate personas are outlined in a concise document.							
CREATIVE EVALUATION	0	1	2	3	4	5	
All documentation is well-formatted, attractive and consistent in its presentation. It is professional in its appearance.							

Criteria	Rating (0=never, 5=always)						Mark
Documents are well written from both a stylistic and grammatical perspective.							
Illustrations, diagrams and any photographic document content is appropriate and attractive, enhancing the accompanying content.							
<b>TOTAL</b>							<b>/50</b>





# ASSIGNMENT 3

## Phase 3: Design Visual Interface

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### DESCRIPTION

Undertake all necessary steps as a team to complete the creation, confirmation and hand-off of design documentation for your web project. Use the checklist below to ensure that all required steps, documents and tasks are complete. Ensure that the client authorizes all necessary documents and that they are posted to the staging site for team reference and also that hard copies are maintained where appropriate.

### Phase 3 Check-Off List

#### CREATING

- ☐ Starting the Creative Process
- ☐ Defining Smart Design
- ☐ Reviewing Site Goals
- ☐ Developing Concepts
- ☐ Designing for Your Audience
- ☐ Presenting Designs & Gathering Feedback

#### CONFIRMING

- ☐ Confirming Flow & Functionality
- ☐ Testing Functionality

#### HANDING OFF

- ☐ *Producing Graphic Templates (layered Photoshop, Illustrator and/or Fireworks files) -*

#### **DELIVERABLE**

- ☐ *Authoring a Graphic Template Overview (PDF) - **DELIVERABLE***
- ☐ *Creating a Design Style Guide (PDF) - **DELIVERABLE***

*Italicized items above are deliverables that require that the client authorizes a physical document or is presented with access to web-based resources*

## SUBMITTING YOUR WORK

Upload the *Graphic Templates (layered Photoshop, Illustrator and/or Fireworks files)*, *Graphic Template Overview (PDF with signature block)* and *Style Guide (PDF with signature block)* documents in digital format to your Staging Site. Obtain an authorized (signed and dated) hard copy for the Graphic Template Overview document and the Style Guide for your records.

## EVALUATION

Please refer to the chart (assessment rubric) below. You will be graded on *how well* you followed the *assignment instructions* from both a *technical* and a *creative* perspective as spelled out in the rubric. This project is weighted **15%** of your total mark for this course.

Criteria	Mark
<b>TECHNICAL EVALUATION</b>	
<b>Graphic Templates</b> are provided for each different <i>type</i> of page layout (ie.-home page, product index page, product detail page, etc.) or interface required for the proposed web site (in either Photoshop, Illustrator or Fireworks files).	/5
<b>Graphic Templates</b> are organized in logical <i>layers</i> with meaningful layer names for different parts of the layout (ie.-header, content, footer, navigation, hover states for navigation, etc.)	/5
A well-formatted <b>Graphic Template Overview</b> is provided, presenting an overview of the various graphic templates (with embedded figures). It describes the various interface/page layouts and features with provisions for client authorization.	/5
A simple and concise <b>Design Style Guide</b> clearly describes visual conventions to be maintained in terms of the site content. The guide is a reference for any and all <i>typography, colours, layout and branding standards</i> to which the site content must adhere.	/5
<b>CREATIVE EVALUATION</b>	
All documentation is well-formatted, attractive and consistent in its presentation. It is professional in its appearance.	/5
The <b>Graphic Template Overview</b> and the <b>Design Style Guide</b> are well written from both a stylistic and grammatical perspective.	/5
The <b>Graphic Templates</b> are attractive and provide a very polished and convincing idea of what the final web interfaces will look like.	/5
<b>Total</b>	<b>/35</b>



## ASSIGNMENT 4

### Phase 4: Build & Integrate

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#### DESCRIPTION

Undertake all necessary steps as a team to complete the build phase of your web project. Use the checklist below to ensure that all required steps, documents and tasks are complete. Ensure that the client authorizes all necessary documents and that they are posted to the staging site for team reference and also that hard copies are maintained where appropriate.

### Phase 3 Check-Off List

#### PLAN

- ☐ Assess Project Status
- ☐ *Establish Guidelines (Client Technical Specification – refer to your textbook for an example) - **DELIVERABLE***
- ☐ Set File Structure

#### BUILD & INTEGRATE

- ☐ Slicing and Optimization of Interface Graphics
- ☐ Creation of (X)HTML Templates and Pages
- ☐ Implementing Light Scripting
- ☐ Creating and Populating Pages
- ☐ Integrating Backend Development\*

#### TEST

- ☐ Conducting Quality Assurance (QA) Testing
- ☐ Identifying, Prioritizing and Fixing Bugs
- ☐ *Conducting a Final Check of the Functional (Alpha) Web Site/Application - **DELIVERABLE***

*Italicized items above are deliverables that require the client to authorize a physical document or to be presented with access to web-based resources*

*\*backend development is only applicable if you are integrating with a web application or development platform*

## SUBMITTING YOUR WORK

Upload the *Graphic Templates (layered Photoshop, Illustrator and/or Fireworks files)*, *Graphic Template Overview (PDF with signature block)* and *Style Guide (PDF with signature block)* documents in digital format to your Staging Site. Obtain an authorized (signed and dated) hard copy for the Graphic Template Overview document and the Style Guide for your records.

## EVALUATION

Please refer to the chart (assessment rubric) below. You will be graded on *how well* you followed the *assignment instructions* from both a *technical* and a *creative* perspective as spelled out in the rubric. This project is weighted **15%** of your total mark for this course.

Criteria	Mark
<b>TECHNICAL EVALUATION</b>	
A clearly written and well-formatted <b>Client Technical Specification</b> is provided that lays out guidelines for what browsers, operating systems and devices will be targeted and supported.	/5
A <b>fully-functional web site or application</b> is up and running on a testing or development server that is ready for the client to review.	/5
The functioning web site features <b>web-optimized user interface graphics</b> and <b>(X)HTML/CSS templates</b> that are used to serve up pages that follow the approved site map (although some pages may contain greeked text as a substitute for content that is not yet ready).	/5
Any <b>Quality Assurance</b> testing is documented in the project staging site and the web site functions as it should across all target browsers and operating systems. Existing unresolved <b>bugs</b> are itemized in a to-do list on the project staging site.	/5
<b>CREATIVE EVALUATION</b>	
All <b>documentation</b> (the Client Technical Specification alone in this case) is well-formatted, attractive and consistent in its presentation. It is professional in its appearance.	/5
The <b>web site/application</b> is a reasonably close approximation of the design templates approved by the client. It is very nearly <b>ready for public launch</b> (with the exception of a few outstanding bugs or issues).	/5
<b>Total</b>	<b>/30</b>